

Is it illegal to add green food coloring to beer on St. Patrick's Day?

No. [KRS 244.550](#) prohibits adulteration of malt beverages “which changes the character or purity” of the product. The Department opines that adding green food coloring to beer does NOT materially change the character or purity of the beer. KRS 244.550 exists to ensure that consumers receive the quality product for which they bargained. When consumers order “green beer,” they know that they are receiving the same character and purity of beer with food coloring simply added. Although green beer is not a prohibited adulteration, a distributor does not have to provide green beer to its retailers, even if requested.